

The Alabama Department of Early Childhood Education (ADECE) will be hiring a Director of Communications and External Affairs to work from our Montgomery office.

Roles and Responsibilities are listed below but do not include all duties that may be expected of the position of Communications and External Affairs Director:

Develops, and implements strategic communications, public relations, and branding campaigns that increase public awareness and support of Agency programs, services, and activities and enhance the Agency's prominence among key audiences.

Directs all media relations for the Agency to ensure accurate and timely coverage of events and news; serves as the Department's spokesperson on public relations matters. Supports the Secretary

Cultivates and fosters relationships with key political figures, advocacy persons, business and industry partners, and community leaders to obtain their support of the agency's mission.

Research current benchmark trends and audience preferences to determine the most appropriate mix of media to promote and present programs, services, and activities.

Advises the Secretary and leadership on current and potential public relations, marketing, and communication issues including crisis management; recommends an effective course of action.

Directs the development and editing of various publications, including news releases, feature articles, news stories, postings, reports, and other communications which highlight the goals, objectives, policies, programs, activities and accomplishments of the Agency, and its' staff for dissemination to print and broadcast media sources, social media and web-based sources, the public, and specialized target groups.

Directs the development of internal newsletters, bulletins, social media and agency web site postings, and related materials for employees concerning policy and organizational changes, special programs, staff achievements, awards, and news of general interest to employees. Ensures that the design and content achieve appropriate public relations results.

Evaluates the effectiveness and efficiency of internal and external information, media relations, and external relations programs of the Department; obtains feedback from the public and internal personnel through surveys, public opinion studies, and/or focus group meetings.

Coordinates media interviews, news conferences, ceremonies, and other public relations events.

Prepares informative materials, scripts, speeches, and other communications for the Secretary and other members of leadership team of the Department.

Manages crises communication to mitigate negative news events and coverage; facilitates public safety information during an emergency or natural disasters.

Directs the work of assigned staff: Office of communication and external affairs comprised of IT, Communication, Government Relations, and Data Research and Evaluation.

Develops and oversees the maintenance of the communications and external relations budget.

Performs related duties as assigned.

This position can be filled as an Education Administrator – 30123, or related classifications. Applicants must apply to the State Personnel register. Once the application has been submitted and the applicant has received confirmation, they are on a register, resumes can be sent to:

Tammy Gibson, Personnel Director,
tammy.gibson@ece.alabama.gov